# HOW TO BE PART OF THE CHANGE – THE WORLD OF ADVOCACY

Professor Mike Daube, McCusker Centre for Action on Alcohol and Youth, Curtin University, Perth, Western Australia

- Advocacy
- Examples
  - Community
  - Tobacco
  - Alcohol examples
- World record for slides

We are willing to take our chances of cholera and the rest than be bullied into health by Mr. Snow.....

London Times, 1851

## Different type of opposition

## What is Advocacy?

Advocacy is the pursuit of influencing outcomes...that directly affect people's lives.

Media advocacy is the strategic use of mass media for advancing a social or public policy initiative.

(Pertschuk)



#### TYPES OF ADVOCACY

- INTERNAL
- EXTERNAL DIRECT
- EXTERNAL INDIRECT
- INSIDE/OUTSIDE

### Features of advocacy

- Not just another word for publicity
- Issue and policy oriented, not at individuals
- Directed at "upstream" factors which influence individual behaviour
- Contested debates (i.e. there is opposition to your policy or perspective being accepted)
- Opposition can include apathy or indifference
- Usually campaigns run by groups with few resources
- Can be specific issue or broader
- Always look for the comprehensive approach

## Advocacy is a Challenge

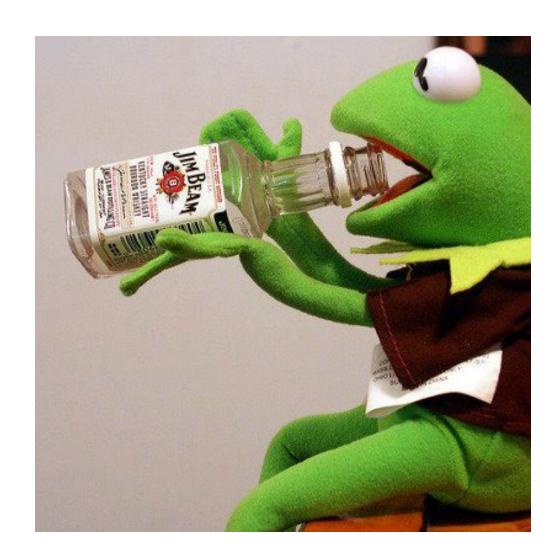
- Advocacy does not always provide quick outcomes
- Need to achieve great things with small budgets
- No room for complacency
- Vigilant and stay around for the long haul
- Create a profile
- Strong partnerships
- Politically astute, neutral and bipartisan

## There is always opposition

### Timor Leste 2013







.... democracy is not cheap .... Everybody's involved with assisting political parties .... We need to keep these people in place to have the democracy we have today .... Yes, it costs money.

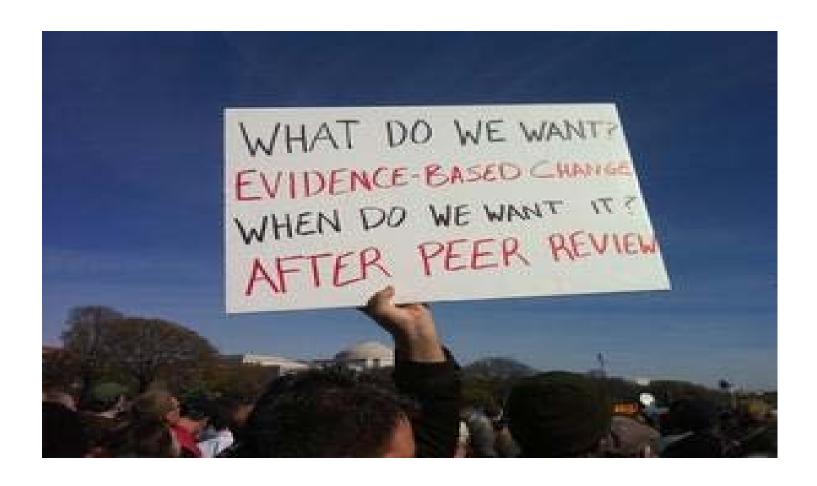
(John Thorpe
Australian Hotels Association)



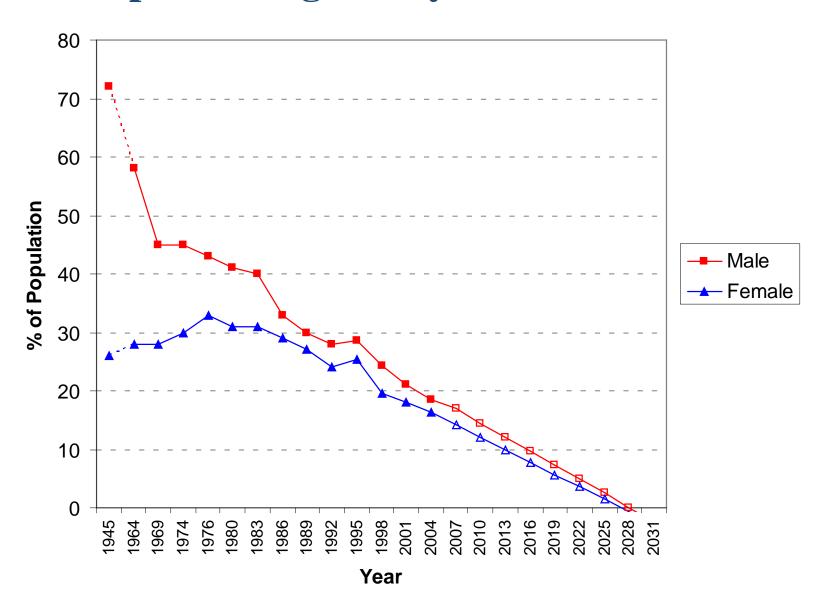
# Just because I don't care doesn't mean I don't understand.

**Homer Simpson** 

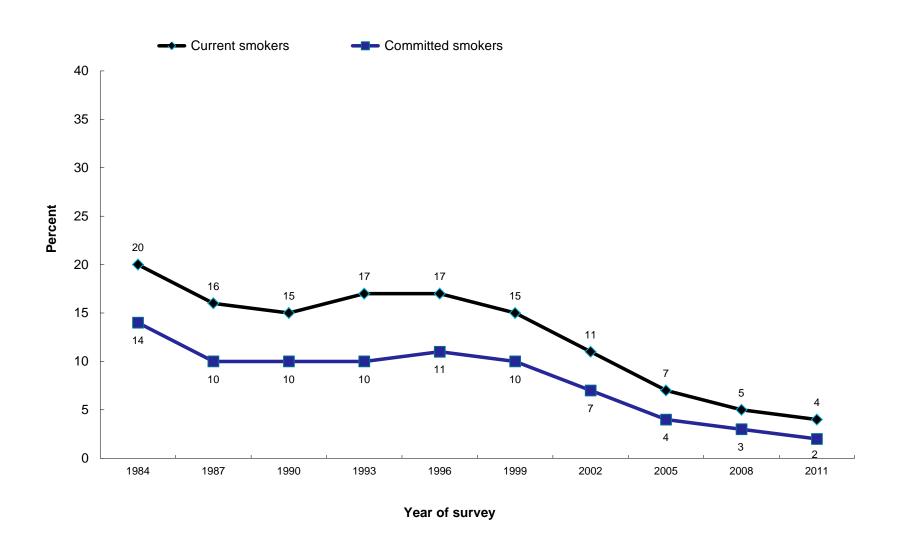




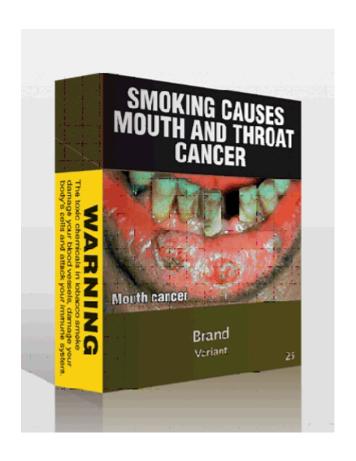
# Prevalence of smoking in Australia, persons aged 14 years and over



#### Trends in past week smoking: 12-15 year olds







## **Advocacy Works**

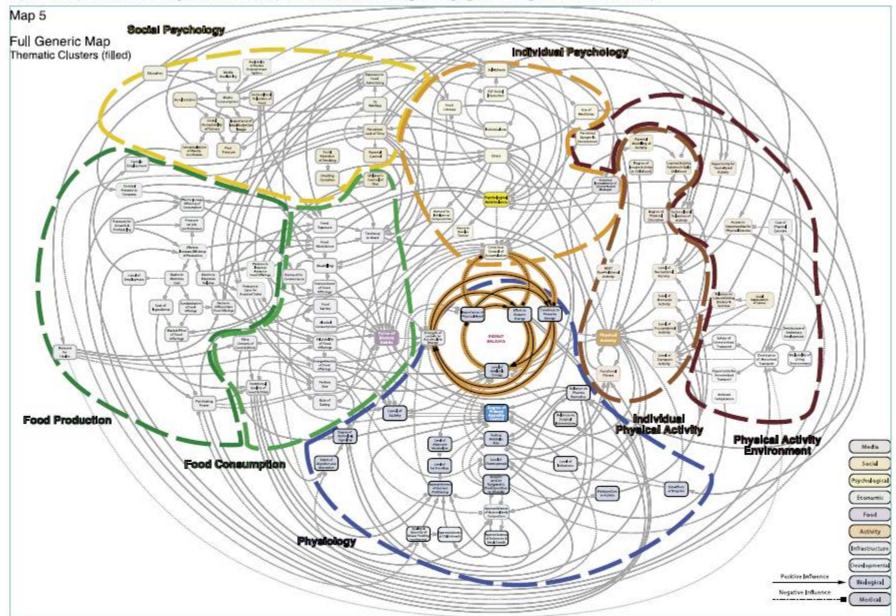
- If you do it right
- If you are patient

#### 11 COMMANDMENTS

- 1. Be professional
- 2. Understand Government
- 3. Know what you want
- 4. Understand your strengths and use them
- 5. Be evidence-based (and work with researchers/scientists)
- 6. Work with all levels of Government
- 7. Identify individuals
- 8. Be non-partisan
- 9. Work with the Media
- 10. Identify the opposition and oppose it
- 11. Be opportunistic and take the lucky breaks

#### KNOW WHAT YOU WANT

Figure 5.2: The full obesity system map with thematic clusters (see main text 5.1.2 for discussion) 17.18 Variables are represented by boxes, positive causal relationships are represented by solid arrows and negative relationships by dotted lines. The central engine is highlighted in orange at the centre of the map.



#### COMPREHENSIVE APPROACH

#### Recognition that:

Each component of itself is not the solution

Opposition demands for evidence of instant impact for specific measures in isolation should not overrule commonsense

Evaluation of specific measures is complex ("unwrapping gossamer with boxing gloves")

In a less than ideal world we aim for what we can get Consensus is crucial

### Work as Coalitions

# Oppose the opposition - Lessons from tobacco

- i) identify the opposition
- ii) learn about it
- iii) oppose it
- iv) work from the Scream Test
- v) they never give up
- vi) you can never be too cynical.

Many of the threats to us, P.M. (Philip Morris), arise from concerns which have lost touch with common sense and reality.

People (and politicians) do need causes, and in a world which is generally more peaceful and affluent than ever before, there's a shortage of big causes.

That's why we hear so much about really rather little causes: smoking, drinking, dietary hazards.....

Hamish Maxwell, Chairman and CEO, Philip Morris, Washington DC, September 8, 1986

## Whom do you want to influence?

- Internal?
- External?
- Combination?
- Range of groups/people

- Identify your key aims and targets
- Identify key decision-makerss
- Find can-do people
- Don't try for everything all at once!

What influences the different groups?

## Politicians (all levels)

"Politics is the art of looking for trouble, finding it everywhere, diagnosing it incorrectly and misapplying the wrong remedies."

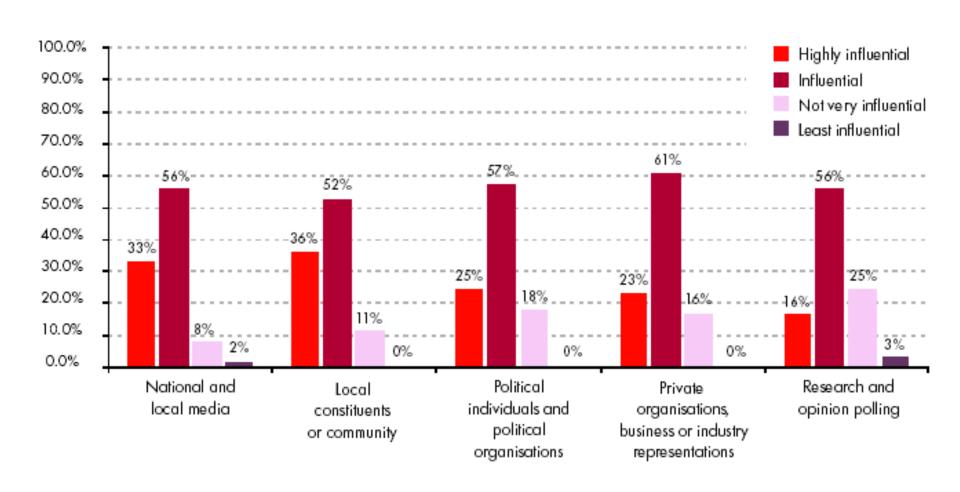
**Groucho Marx** 

## Australian Political Influence Survey

A study of elected officials in Australia and what most influences their opinion

March 2005

CHART Q1 Australia: Influential / not very influential comparison of political thinking and policy making



### Understand politicians

- Learn about their world and how they think:
- Politically trust is always contingent
- Short-term
- Driven
- Poll-driven
- They DO (generally) want best for community
- All politics is local
- All have egos
- Media matters
- Parliament matters
- Work with their offices
- Get the budget right
- Be non-partisan

## Be non-partisan

- If you want to be in politics, go into politics
- Work with all parties
- Work with parties at all levels (inside and outside Parliament)
- Recognise factions in parties
- You can be benevolently neutral
- But stay non-partisan

#### **WORK WITH BUREAUCRATS**

• Stereotypes can be accurate

### The Principle of the Dangerous Precedent

"Every public action which is not customary either is wrong, or if it is right it is a dangerous precedent. It follows that nothing should ever be done for the first time."

> F. W. Cornford Microcosmographia Academica (1908)

# BUT.....Keep at it – they can be crucial influencers and decision-makers

- Learn about their world
- Some are great
- Find the good people and work with them
- Find ways to influence the others

## Media, media, media

# Do not dally with the Delilahs of the Press.

(Sir William Osler, 1909)

### The West Australian









### **Binge-drinking capital**

Perth drinkers out for a night on the town have ratio the blood alcohol levels of those in Sydney and are among the nation's biggest pre-bookers, a major study has bound.

of their piople in popular nightspots in Perth, Melbourne, Sydney, Gen-long and Wollingong found Perth and Melbourne drinkers had the most extreme levels of intextication at 4am, with an average blood alcohol content of 0.11.

alcohol content of 0.11.

The results, released by the National Drug Law Enforcement

the biggest studies into the behaviour of Australians on a night out. If DO monthly plands people of the common plands people of the people of

Purch drinkers reported high Herin orizanes reported high levels of pre-loading, with 80 per cent having an average of six drinks before going out, compared with 65 per cent of drinkers nation-ally having an average five drinks. Apart from asking people how

cased they fair, researchers took drug swabs and broath-tested pat-rons at hotals, nightcluts and bars as well as those at fast-food outdots or waiting for a taxt.

They also carried out "cower

They also carried out "covert observations" by recording signs of people being drunk such as slurred speech, spilling drinks and glassy eyes, and noting lowers of violence, abose and sexual misbeburdour,

including five incidents in Perth.

Associate Professor Peter Miller, Associate Processor Peter Minist, from Victoria's Buskin University, said the findings showed many poo-ple out for a right were draint. Many were intunctant before they got there because they pre-louded at home, with Perth and Geelong people the worst offenders. He said almost 30 per cent of those tested had a blood alcohol content of more than 0.1 — double the legal driving limit — and the highest averages were in Perth and Geslong. "Make no mistake, that's drunk,

visibly drunk, yet it's also clear from the rising alcohol levels later from the rising account seven more in the night that many continued to be served alcohol when they shouldn't have," be said.
"We have to change the culture, and we need a strong educational

campaign to do that, not just a short advertisement on television on a Sunday afternoon that blames

McCusker Centre for Action on

Deube said the results were timely, given the current review of WAS Liquer Control Act.

"It anybody thought that we differ have a night-time alcohol problem, this report makes scary roading because it's binge drinking at its worst," he said.

"Warrytowic there are account.

"Worryingly there are aspects where Perth does worse than the rest of the country. We don't need to become the pre-leading capital of

Professor Daube will write to Protestor Tustice will write to all relevant State Government ministers asking them to set up a ministerial committee to address tesses around late night intoxica-tion, including pre-loading and the







Call 9482 9032 or 1800 8 18 855



#### Late night violence fuelled by energy drinks, drugs

Updated Thu 21 Mar 2013, 11:04am AEDT

A study into alcohol-related violence has found that pre-drinking and the consumption of energy drinks are major contributors to late night violence.



#### **NEWS**

#### Alcohol laws bring lasting change: study

AAP • MARCH 03, 2014 2:20PM





Aa Larger / Smaller > Night Mode

1233 ABC Newcastle > visit another location ... Home Programs News Weather Emergencies Sport Events Promotion

3 March, 2014 11:02AM AEDT

#### Pubs shut down violence with earlier closing times

By Jeannette McMahon (online producer)

Almost 4000 assaults have been prevented since earlier closing times were introduced at Newcastle hotels, new research shows.

#### Newcastle early pub closings stop 4000 assaults

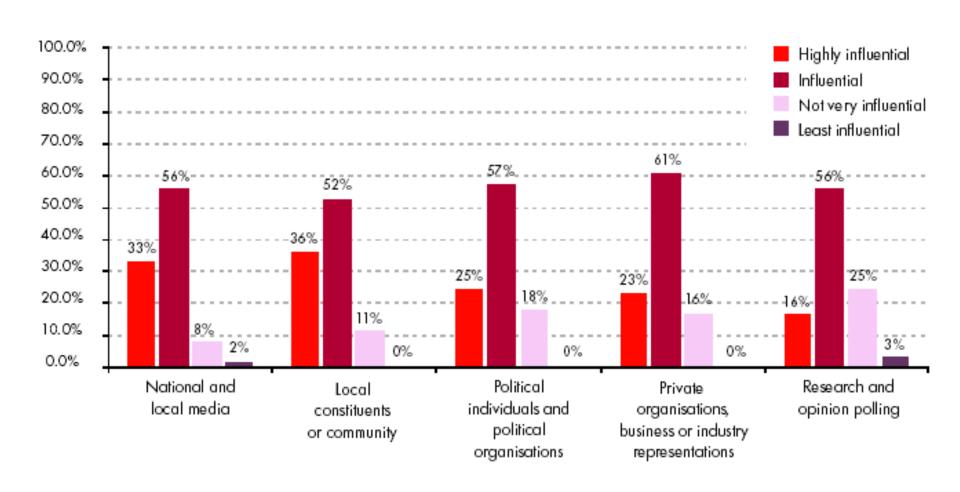


A lockout in Hamilton implemented in 2010 without a reduction in closing times has achieved little, with the number of assaults there hardly 1 of 2 changing compared to neighbouring Newcastle.

## Why Media?

- Powerful
- Influence community and decision-makers
- Provide direct route
- Help to raise profile/influence of your organisation
- Can be used to promote organisation in various different ways (advocacy to fundraising)
- Can be important part of overall strategy
- Note: may be both proactive and reactive, positive and defensive

CHART Q1 Australia: Influential / not very influential comparison of political thinking and policy making



### **Political Priorities**

What's the Page 1 lead?

What's the Page 3 lead?

What's the editorial?

What's the lead letter?

**WA Premier** 

### **Media Basics**

- Learn about the media
- Watch, read, listen, surf
- Understand how media work
- Need to understand what media want
- Be as professional as they are from time of approach to recognising their pressures and deadlines to being available.

### Use Our Strengths

- Magnitude of problem
- Evidence
- Evidence for action
- Community concern
- Authoritative medical, law enforcement and other support
- Cynicism about opposition
- Much media support for health/communityoriented positions
- Always new approaches

"The development of alcohol policies is the sole prerogative of national authorities. In the view of WHO, the alcohol industry has no role in the formulation of alcohol policies, which must be protected from distortion by commercial or vested interests."

Dr. Margaret Chan, Director General, WHO. BMJ, 11 April 2013

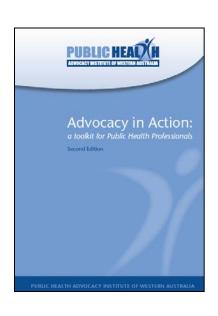
### **ADVOCACY WORKS**

 If you are consistent, professional, principled and very, very patient

### Advocacy in Action toolkit

- Practical resource designed to encourage you to get into advocacy.
- Case examples of advocacy local, national and international.
- The toolkit takes you through:
  - Why and when you would use advocacy
  - Advocacy challenges
  - Advocacy Myths
  - Getting prepared for advocacy
  - Advocacy strategies
  - Evaluating advocacy

www.phaiwa.org.au (publications)



# Examples

Moora

Tobacco

Alcohol

### **MOORA 2004**

- Small town in Western Australia
- Promised upgraded hospital in election
- Health budget tight
- Decision to reallocate funding
- Community won't complain

### "Gallop Give Back Moora Hospital"



Furious at the Government's reversal on building the hospital last year, Moora residents waged a door-knock campaign in Dr Gallop's electorate and embarrassed him by presenting him with bricks from the decaying facade of the Moora hospital.

The brick presentations became a security issue for the Government when the WA Police Service's security unit became concerned the bricks could be used as weapons or projectiles against the Premier.

The West Australian, 29 March 2005

#### Moora adds a rocket to fireworks show

MOORA'S relentless campaign to embarrass the State Government over a decision to scrap plans for a new hospital for the town could reach thousands of people this weekend.

A plane towing a banner which says "Gallop give back Moora Hospital" will take to the skies over Perth on Monday as the town intensifies its campaign. Moora Shire's plan to upstage the Skyworks fireworks and make its frustrations known to an estimated audience of 400,000 is part of an innovative campaign to force the Government to recommit to building the \$6.3 million hospital. "We thought the fireworks would be a good opportunity for us to get across an important message to Perth about the need for a Moora hospital," Moora Shire enterprise development officer Devon Gilmour said.

"We'll keep on telling people about it right up until the election, or until the Government give us a contract in writing telling us they are going to give us our hospital."

The Gallop Government rescinded an election promise to build a new hospital in October, instead offering funding for an upgrade, but the decision infuriated Moora residents who have mounted a campaign targeting Premier Geoff Gallop.

Every second weekend, busloads of Moora residents have been driving to Dr Gallop's Victoria Park electorate asking residents to sign a petition calling on the Government to build the hospital.

The West Australian, 24 January 2004

#### Channel 10 (Perth) Ten News - 15/12/2006 5:32 PM Tim Webster & Charmaine Dragun

The people or Moora have been given a new hospital after years of lobbying, the old hospital was damaged by flooding six years ago. Wheatbelt Minister Kim Chance has said that is down to the commitment of the people in Moora with the brick campaign being good humoured but very effective. Sheryl Bryan, the Shire President of Moora has said it has been a wonderful gift for the people of Moora and the surrounding areas.

Interviewees: Kim Chance, Wheatbelt Minister; Sheryl Bryan, Shire

President

Vision: The West Australian; WA Government Health Service

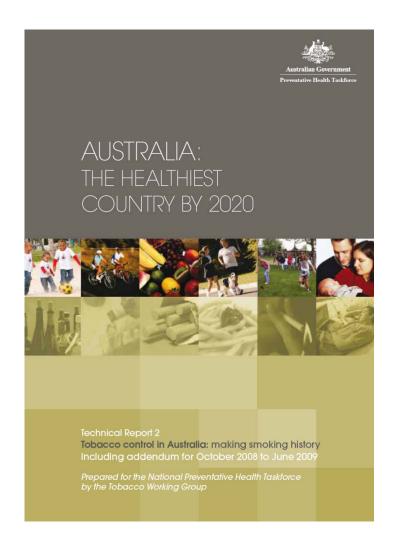
Duration: 1.38

**Summary ID:** P00024637892

© Media Monitors

### Tobacco

- Spoilt for choice
- Early lessons RCP 1973, Rothmans
- Plain Packaging as exemplar



# TOBACCO CONTROL AUSTRALIA in 2008 – Over-simplified summary (Note - mix of Federal and State activity)

Tobacco advertising bans since late 80s/early 90s

Health warnings since 1973, increasing strength every decade – 1973, 1987, 1995, 2006

Continuing State legislation/action (leapfrog effect)

Bans on point-of-sale promotion

Strong measures to protect non-smokers – cars around kids, bars and restaurants, other public places (including some beaches)

National and State media campaigns

Strong, cohesive advocacy organisations, individuals, coalitions – Cancer, Heart, AMA, AMA, ASH, ACOSH, PHAA – and many others

Continuing new approaches to media and media coverage

Cessation support – NRT, Quitlines, etc

(Industry last 10 - 15 years – much lobbying and working through others but staying below parapet )

### WHERE NEXT?

# PLAIN PACKAGING - PASSING THE SCREAM TEST

Plain packaging/pack display – part of multifocused Discussion Paper

Industry responses (BAT, Imperial, Philip Morris) – 43 out of 142 pages





#### Tobacco – Comprehensive approach 11 components

- Make tobacco products significantly more expensive
- 2. Increase the frequency, reach and intensity of social marketing campaigns
- > 3. End all forms of advertising and promotion of tobacco products
- 4. Eliminate exposure to second hand smoke in public places

#### 5, Regulate manufacturing and further regulate packaging and supply of tobacco products

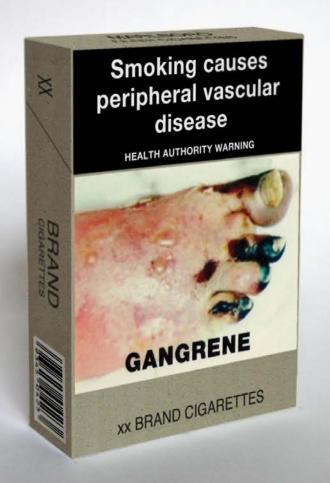
- 6. Ensure all smokers in contact with health services are encouraged and supported to quit
- 7. Work in partnership with Indigenous groups to boost effort to reduce smoking and exposure to tobacco among Indigenous Australians
- 8. Boost efforts to discourage smoking in other highly disadvantaged groups
- 9. Assist parents and educators to discourage tobacco use and protect young people from second hand smoke
- 10. Ensure the public, media, politicians and other opinion leaders remain aware of the need for sustained and vigorous action to discourage tobacco use
- > 11. Ensure implementation and measure progress against and towards targets
- Infrastructure recommendations also included: Establish a National Preventive Health Agency

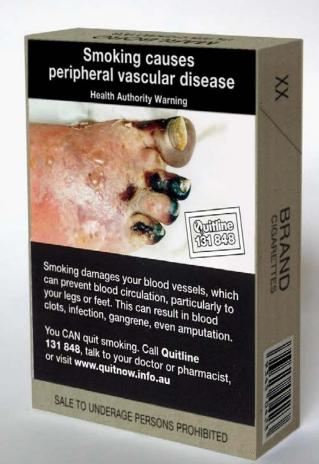
## Why Plain Packaging?

- Not a magic bullet
- Not in isolation part of comprehensive approach
- Supports rest of program
- Research evidence
- Industry documents evidence
- Campaign, response and coverage
- Industry opposition passes the Scream Test
- International implications

# APRIL 29, 2010







### THE POLITICS

- Minority Government needed support of 2 of 3 Independents in Lower House
- Majority in Senate, with strong support from Greens
- Opposition oppositional....Opposing everything
- Opposition Federally still taking tobacco donations (not Government or Greens)
- Industry lobbying heavily
- Major, coordinated health lobbying campaign
- Aims maintain support; secure and maintain independent s' support; seek at least some Opposition members' support; seek full bipartisan support.

## **Industry Arguments**

- It won't work
- It will put us out of business
- End to freedom
- Illegal
- International agreements
- It's never been done before
- And so on......
- BUT (note) Ferocious, active opposition

## Massive industry campaigns

- Media press, radio, TV
- Public relations direct, indirect
- Social media
- Retailers
- Lobbying
- Dirty tricks

### **Health Coalition**

- Complete consensus
- Major health groups and experts working nationally as cohesive coalition
- Cancer Councils, Heart Foundation, Australian Medical Association, QUIT campaigns, ASH, ACOSH, Public Health Association, and other health organisations
- Prominent experts, health/medical leaders
- Media, media Proactive, reactive
- Responding to industry campaigns, exposing industry tactics, research, reports, surveys, advertisements...
- Active support from politicians of all parties
- Lobbying, lobbying, lobbying all parties, all members





**View Ads** 

Radio





### PLAIN PACKAGING DESIGN AND DRAFT BILL RELEASED **RETAILERS MUST ACT NOW**



On 7 April, Health Minister Nicola Roxon ignored the concerns of independent retailers from across Australia and ploughed ahead with her "experimental" plan to require cigarettes to be sold in plain packages. The Government's determination to go ahead with this policy shows they are not listening to retailers like you.

Retailers are furious that their concerns are being ignored. Many are meeting with their local Members of Parliament to share their concerns, while others are telephoning their MPs local offices, and sending e-mails.

Now is the time for retailers who are concerned about the impact that plain packaging will have on their businesses and their families to voice their opinions. Call, e-mail or write to your MP today to say that ENOUGH IS ENOUGH!

Nicola Roxon Minister of Health and Ageing

WHERE'S THE EVIDENCE? "...will [plain packaging] stop people who are already addicted, on its own probably not..."

3AW Melbourne, 8 April 2011

The Alliance of Australian Retailers Ptv Ltd

North Parrametta NSW 1750

australiannetailers.com.ar

well by H. Stanton, Alliance of Australian Retailers, 14 Ross St. North Parsenutts, NEW 215

# 15.9% illegal

In Australia, the trade in illicit tobacco including counterfeit cigarettes is equivalent to an estimated 16%\* of the legal market and is largely controlled by highly organised criminal networks in a multi million dollar black market. We believe the federal government's policy for plain packaging of cigarettes will only make it easier for these criminals to sell cheap counterfeit cigarettes and make massive illegal profits at the expense of all Australians.

Why isn't the government listening? Plain packaging is plain dangerous. Find out more at www.australianretailers.com.au



### Courier Mail

### Tobacco giants take on nanny state

- Staff Writer
- From: AAP
- June 15, 2011 12:01AM

Recommend Send

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OPPOSITION: The proposed design for plain packaging of cigarettes released by health minister Nicola Roxon Canberra. Source: Supplied

THE tobacco industry has hit back at a plan to introduce plain packaging on cigarettes, launching its own campaign.

The campaign is aimed at stopping what the industry suggests is a nanny-state measure.

Imperial Tobacco Australia (ITA), which owns brands including Horizon and Camel, says a plan to remove all brand packaging on cigarettes strips away an adult's right to use a legal product.

It claims the federal government is eroding personal freedoms and turning Australia into a nanny state

ITA general manager Wayne Merrett on Tuesday launched a national media campaign urging Australians to contact MPs and protest the plain packaging legislation, which will be supported by both sides of parliament.

"The advertisements depict a draconian nanny staring down the camera, demonising a smoker for their legal lifestyle choice, while still demanding \$7 billion in taxes per year," he said.

# The Tobacco Plain Packaging Bill could destroy brands that a worth millions, if not billions of dollars.

No company would stand for having its brands taken away and we're no different. And it may infringe international trademark and intellectual property law.

The government could also end up spending millions in legal fees defending an idea unproven anywhere in the world.

# WHAT COMPANY WOULD STAND FOR THIS?



The Tobacco Plain Packaging Bill could destroy brands that are worth millions, if not billions, of dollars.

No company would stand for having its brands taken away and we're no different. And it may infringe international trademark and intellectual property law.

The Government could also end up spending millions in legal fees defending an idea unproven anywhere in the world.

Don't let the taxpayer foot the bill for a bad Bill Plain Pack.com

British American Tobacco Australia Limited

Authorities State (International Company)

BATCA19000\_DT;18.06;11;REV



# WILL PLAIN TOBACCO PACKAGING COST TAXPAYERS BILLIONS?

Don't let the taxpayer foot the bill for a bad Bill

Plain Pack.com



ON-0000W





June 14<sup>th</sup> 2011

### Media release

## Nanny State is alive and well in Australia

Imperial Tobacco Australia today launched a high profile national media campaign calling into question the Federal Government's over-regulation which is eroding personal freedoms and rapidly turning Australia into a Nanny State.

General Manager, Wayne Merrett, called on the government to stop the



We can't stop your ANZ debit card falling into the wrong hands





### Mexico and Indonesia warn plain tobacco packaging could hurt trade

Matt Johnston | Herald Sun | August 16, 2011 12:00AM



THE Mexican and Indonesian governments have raised concerns about Australia's plan to introduce plain packaging for cigarettes.

In separate submissions to a parliamentary inquiry into plain packaging, the two countries say the move could hurt trade.

The Gillard Government says it wants to force big tobacco to strip cigarette packets of branding by the middle of next year in a bid to cut smoking rates.

It argues having cigarettes in drab green packets will reduce their attractiveness, particularly to young people.

The move is backed by health groups but tobacco companies have lashed out.

The Mexican Government's submission raises concerns about trade.

"The Government of Mexico considers that the Australian measure could be unnecessarily restrictive since there are other ways to meet the legitimate objective of protection of health in a less onerous fashion," it says.

"This is, without the need to restrict advertising or promotion on tobacco packaging."

The submission also calls for Australia to "share the scientific information on which it based its conclusions" - a call also made by tobacco companies.

The Indonesian Government says it is concerned about Indonesian brands being shut out of the Australian market.

"As a tobacco and cigarette producing country, Indonesia is concerned about the draft regulation which standardises all tobacco packaging," the Indonesian submission says.



### Tobacco firms say it'll take two years to meet pack deadline

JOE KELLY The Australian August 05, 2011 12:00AM

A<sup>+</sup> A<sup>−</sup> 🖨 🖾 Share

1.



SMOKERS face the prospect of being unable to purchase their preferred brand of cigarettes when plain packaging is introduced, with the tobacco industry warning it will not be able to supply the olive-green packs by next year's July 1 deadline.

British American Tobacco Australia chief executive David Crow yesterday offered MPs a tour of the company's production factory in Sydney for a first-hand view of the manufacturing pressures caused by the new plain-packaging regime.

He said the government's deadlines were impossible to meet and would result in illegal cigarettes flooding the market, pushing up smoking rates among children.

"If we're asked to change some of the specifications, it's a really simple problem - we'll be out of stock," he said.

Addressing a lower house health committee, he said it could take up to 24 months for BATA to purchase millions of dollars in new machinery needed to comply with the new rules.

### Related Coverage

Big tobacco warns of ciggie shortage Adelaide Now, 4 Aug 2011

Big tobacco tips smokes shortage

Courier Mail, 4 Aug 2011

Tobacco warning over plain packaging The Daily Telegraph, 4 Aug 2011

Goverment denies ciggie shortage threat

The Australian, 4 Aug 2011

"As soon as we're out of stock, the only people who stock the industry are . . . guys out of Indonesia, out of China. They currently stock 16 per cent and they'll flood the market with cheap cigarettes. This is not good."

Mr Crow said manufacturers could not make the necessary changes to their facilities until January once the new regulations were bedded down.

He said the industry needed more than six months to adapt and argued for a transition period of 18 to 24 months.

But the Health Department rejected Mr Crow's claims, with officials telling the committee that tobacco companies could meet the July deadline.

'Now is the time for the ACCC to stand up for consumers. No one else will'





AD\

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Director Economic & Community Development Balranald Shire Council







# Plain Packaging Tobacco Industry Response – Campaigns



BATA COMPENSATION PRESS/OUTDOOR/WEBSITE 2011



PRESS/RADIO APRIL 2011



T WON'T WORK SO WHY DO IT? PRINT CAMPAIGN AUGUST 2010

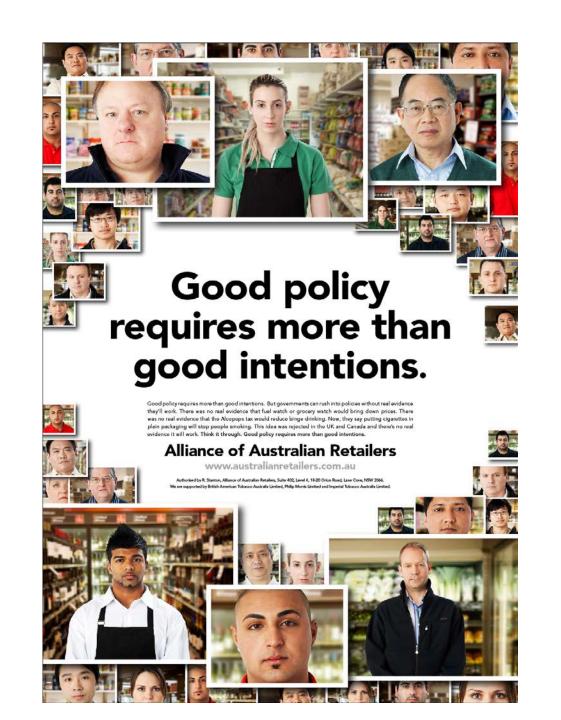


IMPERIAL NANNY
TV/STORE COLLATERAL/POSTCAR



DAVID CROW WEB CLIP

Multi million \$ investment



### ALLIANCE OF AUSTRALIAN RETAILERS

### MEDIA RELEASE: Thursday, 5 August 2010

### Australia's retailers say abandon plain packaging for cigarettes

The Alliance of Australian Retailers today urged the government to abandon its policy to require plain packaging for cigarettes.

Alliance Spokesperson, Sheryle Moon, said Australia's corner stores, convenience stores, milk bars, newsagents and service stations have today placed an open letter in newspapers across the country telling Canberra they were fed up with excessive regulation that was making it harder for small businesses to run their businesses.

"The proposed plain packaging for cigarettes is the final straw for small businesses and we have created a new peak body to advocate against it." she said.

"Representing around 15,000 mostly small businesses that employ almost 200,000 Australians, the Alliance is telling government that enough is enough!

"We believe reducing smoking is good for our community but good policy requires more than good intentions.

"There is no reliable evidence anywhere in the world that plain packaging will stop people from taking up smoking or help people quit. So if it won't work, why do it?"

Ms Moon said plain packaging had been considered by the UK and Canada and rejected by both countries.

"With every state in Australia already moving to ban the display of tobacco products, customers won't even be able to see cigarettes when they walk into our stores, so how will plain packaging make any difference?" she asked.

"The government should support hard-working Australians instead of pursuing an untested and unproven policy.









The Alliance of Australian Retailers comprises the following organisations: Australian Association of Convenience Stores, The Service Station Association, Australian Newsagents' Federation and National Independent Retailers Association. We are supported by British American Tobacco Australia Limited, Philip Morris Limited and Imperial Tobacco Australia Limited.

Authorised by Sheryle Moon, Alliance of Australian Retailers, Suite 402, Level 4, 18-20 Orion Road, Lane Cove, NSW 2066.

# Public Health Advocacy Worked

- Coalition formal and informal
- Constant responses
- Surveys showing support
- New news about health
- New organisations in support
- Rebuttals of industry nonsense
- Criticisms of industry
- International support
- Using strengths reputable health groups, science and scientists (e.g. Plain Packaging Professors)

# And Luck...Midnight Emails



Alliance of Australian Retailers

www.australianretailers.com.au

Automatily 8. Resea, Allians of Automatin Resides, Sales 42, Card 4, 1920 Otto Rind, Sale Care, NEW 2044.

# The Tobacco Files

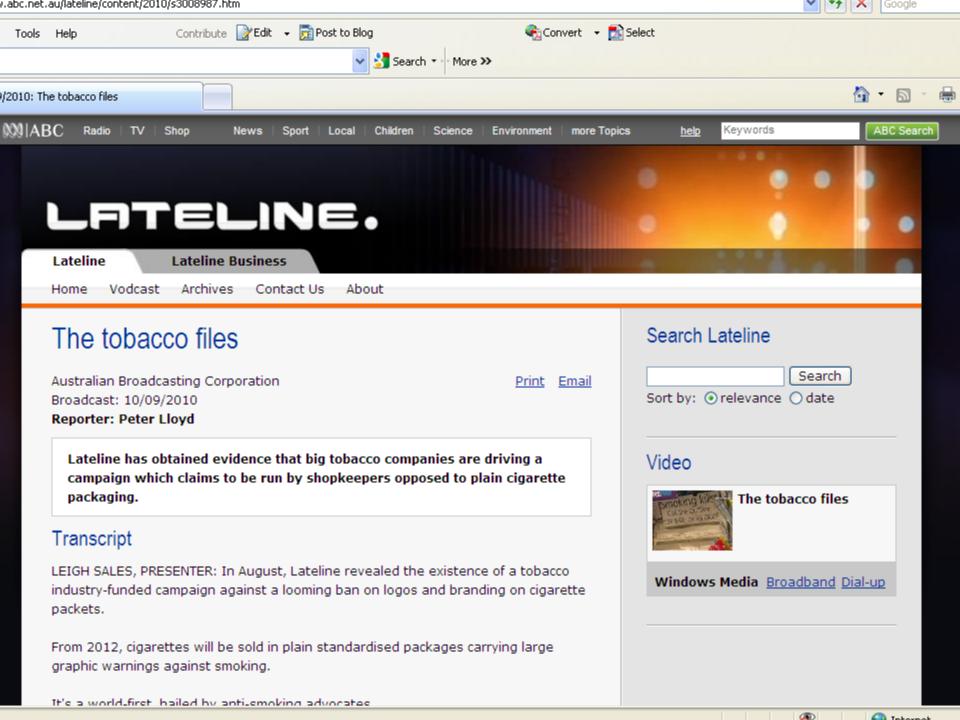
A definitive conclusion to the debate over plain-packaging.

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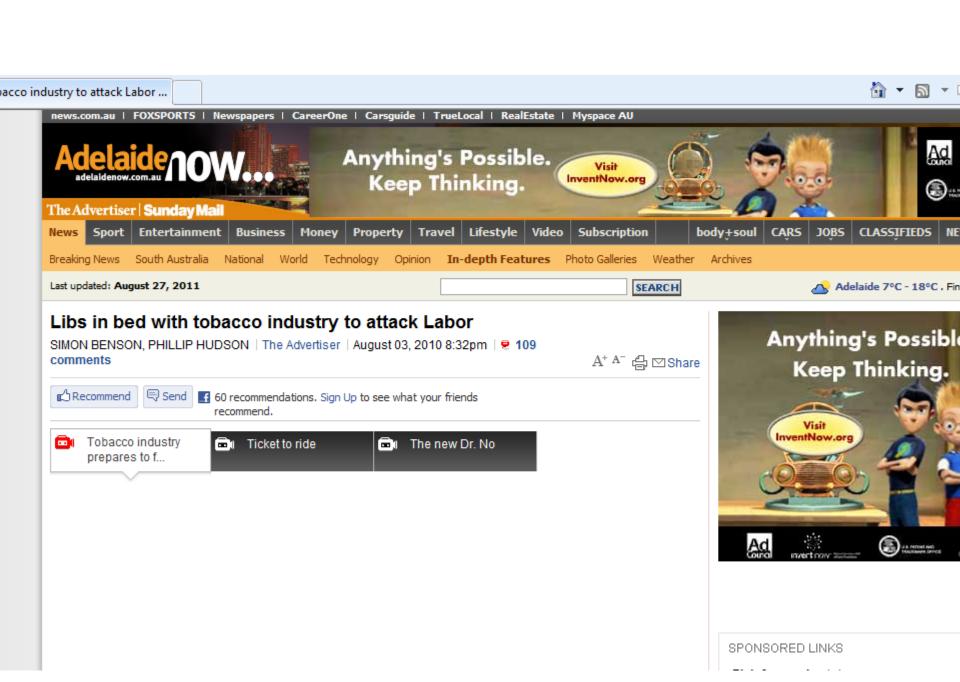
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### The answer to the "tobacco funding question"

Alliance of Australian Retailers	- 11.1
Media Investment Reconciliation	ballyhoo
August 30% 2010	,
Advanced to Ballyhoo, July 29th 2010	
From ITA	\$ 1, 080, 860
From BATA	\$ 2, 200, 000
From PML	\$ 2, 161, 720
Total advanced	5 5, 442, 580
Less GST amount	\$ 494,780
Net amount for media investments	\$ 4, 947, 800
Media Expenditure, August 5th to September 12: 2010	
Metro TV	\$ 1, 900, 621
Regional TV	\$ 376,705
Subscription TV	\$ 201,616
TV Total	5 2, 478, 942
Outdoor Large Format	\$ 289, 282
Outdoor Shopping Centre Panels	\$ 437,010
Outdoor Digital	\$ 20,000
Outdoor Total	\$ 476, 292
Dutteet fetal	\$ 476, 292
Metro Radio	\$ 393,375
Begional Badio	\$ 252, 390
Radio Total	\$ 645, 765
Newspapers	\$ 790,197
Online	\$ 251,367
Media total invested (Media Budget 54,913,000)	\$ 4, 912, 563
Less radio station credit for incorrect schedule/placeme	nt* \$ 8,113
Net media total:	5 4, 904, 450
Balance remaining for allocation	\$ 43,350
*Other credits may accrue after tharough checking of all placements.	



# MORE LUCK...ANOTHER PHONE CALL



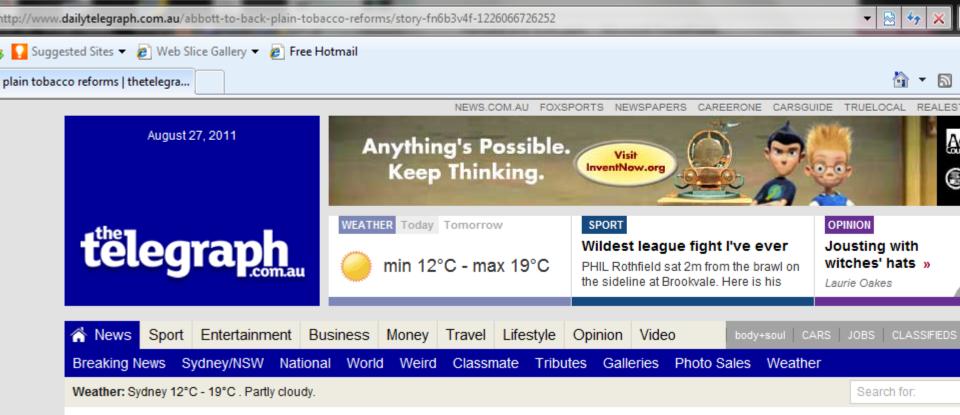
Opposition Leader Tony Abbott has said he would support any move to curb smoking rates, but he has refused to back the government's proposal. "My anxiety with this [plain packaging proposal] is that it may end up being counterproductive in practice," he said.

But Liberal MP Mal Washer broke ranks with his leader when contacted by *The Sunday Age* last week. Dr Washer, who spent 26 years as a medical practitioner before moving into federal politics, gave a blunt assessment of the tobacco industry's strategy.

"All this talk of chop chop and crime gangs sounds like bullshit to me. The tobacco industry is jumping up and down because they're worried about their businesses. I support these reforms unequivocally and whatever my party decides to do, I don't give a shit," Dr Washer said.

He said smoking killed about 19,000 Australians each year, and governments had a moral responsibility to implement any measure that could stop young people from taking up the habit

The Age, May 22, 2011



### Abbott to back plain tobacco reforms

Gemma Jones From: The Daily Telegraph June 01, 2011 12:00AM

 $A^+ A^- \Leftrightarrow \square$  Share

⚠ Recommend Send Sign Up to see what your friends recommend.









### ADJOURNMENT

The SPEAKER: Order! It being past the hour of 7 pm I propose the question:

That the House do now adjourn.

Mr Stephen Smith: Mr Speaker, I require that the question be put immediately without debate.

Question negatived.

### BILLS

### Tobacco Plain Packaging Bill 2011

Consideration in Detail

Debate resumed

Bill agreed to.

### Third Reading

Ms ROXON: by leave—I move:

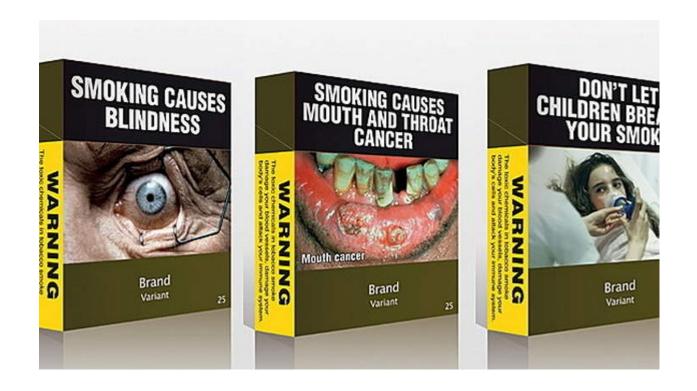
That this bill be now read a third time.

Question agreed to.

Bill read a third time.

# AND NOW....

- International industry protests, but can't stop it
- UK, New Zealand, Ireland, Norway, Turkey, South Africa.....
- International action continues Ukraine, Honduras,
   Dominican Republic industry will continue, but for form's sake





# **ALCOHOL - EXAMPLES**

# The Problem

80% of alcohol consumed by people aged 14 to 24 years is consumed in ways that put the drinker's (and others') health at risk of acute harm

Of 16-17 year old WA school students: 43.3% report 'One of the main reasons I drink is to get drunk'.

66.3% report 'It is ok to get drunk occasionally'.

50.1% report 'Drinking is the best way of relaxing'.



# Growing community concern

- Alcohol and violence
- Young people trends
- Binge drinking drinking to get drunk
- Alcohol and the developing brain
- Predatory advertising and promotion
- Access and lack of effective controls

## LONG HISTORY OF CALLS FOR ACTION

- Developments over time
- Outstanding researchers and research groups
- Increasing recognition of need for further action, coalitions and modern advocacy approaches



### Mission

To reduce alcohol related harms in young people through reduced overall consumption and lower risk patterns of consumption.

Primary target group:

Western Australians aged 14 to 25 years.

# Or.....

Get same results for alcohol and young people as for tobacco.....

# We know what needs to be done

# Drinks Industry – Summary (PM/Miller CEO Briefing Book, 1996)

### **FOR**

Drinks industry education programs

Emphasis on illicit drugs and "the root causes of dysfunctional behaviour"

Advertising tax deductibility

Voluntary advertising guidelines

Advertising in all media; sports sponsorship; marketing targeted to ethnic and other minority communities

Enforcement of drunk-driving laws – but driving at levels up to .17 BAC

# Drinks Industry – Summary (PM/Miller CEO Briefing Book, 1996)

### **AGAINST**

**Lower BAC levels** 

"Don't drink and drive" message

Legislated or any other restrictions on advertising, sponsorship, any other promotion

**Increased excise duties** 

Strong enforced labelling

Any limits on availability

Significant government spend on public education

Association of alcohol concerns with illicit drugs

5+ Solution passes the Scream Test

# MCAAM

McCusker Centre for Action on Alcohol and Youth

## WA Alcohol and Youth Action Coalition

Co-chaired by Professors Fiona Stanley and Mike Daube. Supported by 84 organisations representing:

- Youth
- Alcohol prevention
- Medical
- Health
- Legal
- Law enforcement
- Road safety
- Charities
- Welfare
- Sexual health
- Mental health

- Local government
- Research
- Indigenous
- Drug treatment
- Religious
- Injury prevention
- Rural health
- Public health
- Education
- Universities



# Areas of Action

- Information: collate, disseminate, comment.
- Engage communities: e-newsletters, forums.
- Emphasis on coalitions, linkages, cooperation.
  - WA Alcohol and Youth Action Coalition
  - National Alliance for Action on Alcohol
- Research
- Media coverage for issue, concern, need for action; direct or promoting others
- Work closely with local/community organisations
- Professional engagement.
- Key groups engagement.
- Direct and indirect advocacy.
- Know thine enemy



# Guide to the alcohol industry

#### Heineken International

- » Third largest brewer in the world, owns over 165 breweries in more than 70 countries.<sup>20</sup>
- » Owns, markets and sells more than 250 international, regional, local and speciality beers and ciders.<sup>20</sup>
- » In 2012, sold 171.7 million hectolitres of beer and delivered revenues of EUR\$18,383 million.<sup>20</sup>
- » Headquarters: Amsterdam, Netherlands.

#### Brands include:

- » Heineken, Amstel, Sol, Star, Stella, Birra Moretti
- » Strongbow Cider, Bulmers Cider

#### Heineken Lion

» Joint venture between Heineken International and Lion established in 2004.<sup>20</sup>

#### Brands include:

» Amstel, Birra Moretti, Heineken

#### Asia Pacific Breweries

- » Acquired by Heineken International in 2012.<sup>20</sup>
- » Headquarters: Singapore.

#### Brands include:

» Tiger Beer, Bintang

#### Kirin Holdings Company Ltd

- » Range of businesses including alcoholic and non-alcoholic beverages, pharmaceuticals, biochemicals, and foods.<sup>21</sup>
- » Headquarters: Tokyo, Japan.

#### Lion

- "Leading beverage and food company" formed in Oct 2009 when Kirin Holdings purchased Lion Nathan and merged the business with National Foods.<sup>22</sup>
- » In June 2013, Lion had 47.5% of the beer volume market share in Australia.<sup>7</sup>
- » Financially contributes to DrinkWise.8
- » Revenues of A\$1.82 billion in 2011-12.6
- » Headquarters: Sydney, Australia.

#### Brands include:

- » Beck's, Budweiser, Stella Artois (brewed by AB InBev)
- » Corona, Pacifico, Modelo (brewed by Grupo Modelo)
- » Emu
- » Hahn
- » James Boad

- » James Squire
- » Kirin
- » Swan
- » Toohevs
- » West End Draught
- » XXXX

#### Little World Beverages Ltd

- » Acquired by Lion in June 2012.
- » Little Creatures Brewery is a subsidiary.
- » Headquarters: Perth, Australia.

#### Brands include:

» Little Creatures Pale Ale, White Rabbit Dark Ale, Pipsqueak Cider

#### Bacardi Limited

- » Third largest spirits company and largest privately owned spirits company in the world.<sup>23</sup>
- » Owns over 200 brands distributed across 150 countries; operates 27 production facilities in 16 countries.<sup>23</sup>
- » Headquarters: Hamilton, Bermuda.

#### **Bacardi** Lion

- » Joint venture between Bacardi and Lion formed in 2003.<sup>24</sup>
- » Financially contributes to DrinkWise.8
- » Headquarters: Sydney, Australia.

#### Brands include:

- » Bacardi Rum
- » Bacardi Breezer RTDs (flavours including Orange, Raspberry, Pineapple, Lime, Watermelon, Pink Grapefruit)
- » Eristoff vodka (includes RTDs)
- » McKenna Bourbon
- » Cazadores Tequila
- » Bombay Sapphire gin
- » Grey Goose Vodka
- » Grand Marnier
- » 42 Below Vodka
- » Dewar's Scotch
- » Martini Vermouth

#### Anheuser-Busch InBev

- » "The leading global brewer."9
- » Owns more than 200 beer brands. 9
- » In 2012 generated revenues of US\$39.8 billion. 9
- » Operates across seven zones: Latin America North, Latin America South, North America, Mexico, Western Europe, Central & Eastern Europe, and Asia Pacific.
- » In 2012 had 47.6% of USA beer market share. 10
- » History of major acquisitions:11,12
  - In 1987, two Belgium breweries merged (Artois and Piedboeuf) to form Interbrew.
  - In 1999, two Brazilian brewers merged (Antartica and Brahma) to form AmBev.
  - In 2004, Interbrew and AmBev merged to form InBev.
  - In 2008, InBev and Anheuser-Busch merged to form Anheuser-Busch InBev.
- » Global headquarters: Leuven, Belgium.

#### Global brands include:

» Corona, Stella Artois, Budweiser, Becks

#### Constellation Brands

- » "Number one premium wine producer in the world".15
- » "Number one beer importer and number three beer company in the US". 15
- » Anheuser-Busch InBev acquisition of Grupo Modelo meant Constellation Brands acquired Grupo Modelo's US beer business.<sup>13</sup>
- » Portfolio includes wine, beers and spirits; sales in around 100 countries. 15

Canada

» Headquarters: New York, USA.

Wines US



#### Grupo Modelo

- » Acquisition by Anheuser-Busch InBev completed in June 2013; the combined company brings together five of the top six most valuable beer brands in the world.<sup>13</sup>
- » Brews and distributes 14 brands.<sup>14</sup>
- "The leader in Mexico in beer production, distribution and marketing." 14
- » Exports seven brands and is present in more than 180 countries. <sup>14</sup>
- » Headquarters: Mexico City, Mexico.

#### Brands include:

» Corona, Modelo, Pacifico, and Victoria

#### Crown Imports LLC

- » Previously a 50/50 joint venture between Group Modelo and Constellation Brands;<sup>16</sup> after AB InBev acquisition of Grupo Modelo, Anheuser-Busch InBev sold 50% stake to Constellation brands.<sup>17</sup>
- » Acquisition provides Constellation with license in the U.S. to import, market and sell Corona and the Modelo brands.<sup>18</sup>

#### Brands include:

» Corona, Modelo, Pacifico, and Victoria

#### Accolade Wines

- » Formerly Constellation Wines bought by private equity firm CHAMP in February 2011.<sup>19</sup>
- » Has offices around Australia and in South Africa, Singapore, Tokyo, UK, Russia, China and Amsterdam.
- » Financially contributes to DrinkWise.8
- » Headquarters: Adelaide, Australia.

#### Brands include:

- » Hardys (produces 3L and 10L casks)
- » Echo Falls
- » Banrock Station (produce 'Infusions' 2L casks, with flavours Sauvignon Blanc infused with Peach & Mango, and Rose infused with Strawberry & Lychee)
- » Houghton
- » Omni (produce RTD 'Bellini Strawberry and Lychee' and 'Bellini White Peach' wine cocktails)
- » Berri Estates (produce 5L cask wine)

# Guide to the Major Sales Outlets

#### Woolworths Limited

- » Publicly listed Australian company that covers food & grocery, liquor, tobacco, petrol, general merchandise, hotels, and home improvement.
- » In 2012-13, Woolworths Limited operated 1,355 liquor outlets and group liquor sales (including ALH liquor sales) totalled \$7.2 billion.1
- » Woolworths Limited have 39.5% of the liquor retailing market share in Australia.2
- » Financially contributes to DrinkWise.3
- » Headquarters: Sydney, Australia.

#### Cellarmasters

- » Online liquor retailer
- » Largest online wine retailer in Australia, accounting for up to 30% of direct wine sales.2
- » 330,000 online members.<sup>4</sup>

#### Langton's

fine wine auction site.5

#### Dan Murphy's

- » "Dan Murphy's with large 'barn-like' outlets is a national chain of destination liquor stores with a focus on wine, service and value. With the widest range of liquor available at very competitive prices, Dan Murphy's offers expert, friendly assistance and advice. "8
- » 175 stores in Australia.¹
- » Operates an online store.
- » Large, liquor barn format. e.g. Dan Murphy's West Gosford store in NSW is approximately 1,400m<sup>2,7</sup>
- » Nationally, 68 Dan Murphy's stores are located on or associated with ALH sites.8

» Australia's leading online

#### **BWS**

- » "BWS are local bottle shops that offer quick, simple and convenient shopping. Local BWS outlets may be walk-in, drive-through, stand alone or attached to an ALH hotel. "6
- » 1,180 stores in Australia.¹
- » In 2013, Woolworths Liquor stores were rebranded to BWS.9
- » Nationally, 458 BWS stores are located on or associated with ALH sites.8

#### Australian Leisure and Hospitality Group (ALH)

- » 75% of ALH is owned by Woolworths.
- » ALH Group have a portfolio of pubs, bars, night clubs and over 460 retail liquor stores across Australia (large liquor barns, drive through outlets and walk in bottle shops).6
- » Bruce Mathieson Group (owned by Mathieson family) and Woolworths started a joint venture in Queensland called MGW Hotels in 2000 - purchased 30 hotels in less than 4 years under the vehicle Bruandwo Pty Ltd. ALH was established as a business unit of Carlton & United Brewers in the mid-1990s; Fosters Group floated ALH in 2003 and in late 2004 Bruandwo took over and ALH was delisted. In 2005 Bruandwo changed its name to ALH and the operations of ALH, MGH Hotels and the hotel interests of the Mathieson family were merged into ALH Group.6
- » In 2013, the ALH Group portfolio featured 326 hotels.8

#### Wesfarmers Limited

- » Publicly listed Australian company, with business operations covering supermarkets, liquor stores, tobacco sales, department stores, home improvement and office supplies, coal mining, energy, insurance, chemicals and fertilisers and industrial and safety products.<sup>10</sup>
- » Wesfarmers Limited have 20% of the liquor retailing market share in Australia.2
- » Headquarters: Perth, Australia.

#### Coles

- » The Coles division of Wesfarmers is a leading food, liquor and convenience retailer.
- » National liquor retailer and hotel operator with over 800 stores and 90 hotels.<sup>10</sup>
- » Coles liquor sales revenue in 2012-13 was estimated to be \$3.44 billion.2
- » Financially contributes to DrinkWise.<sup>3</sup>

#### Liquorland

- » "Liquorland, owned by Coles Supermarket since 1981 is the convenient, quick and easy solution for those who want great every day value on liquor."<sup>11</sup>
- » More than 630 Liquorland stores in Australia with 300 of them located next to a Coles Supermarket.<sup>12</sup>
- » Trialling Liquorland Warehouse stores in 2013, a warehouse-style format to better compete against Dan Murphy's; first store in Sydney is two to three times larger than the usual Liquorland format. <sup>13, 14</sup>
- » Operates an online store.

#### Vintage Cellars

- » "Vintage Cellars is Australia's Fine Wine Specialist."; stocks wine, champagne, spirits and beer. 15
- » Over 80 Vintage Cellars stores in Australia.15
- » Operates an online store.

#### First Choice Liquor

- "First Choice Liquor has a huge range and some of the cheapest prices around.... With the convenience of over 80 stores across Australia and the ability to buy online and have it delivered to your door, First Choice Liquor is a one stop shop for all your liquor needs."<sup>16</sup>
- » Over 75 First Choice Liquor stores in Australia.17
- » Liquor barn format. "The size of each store (on average 1,000m² and the volume of liquor product purchased enables First Choice stores to offer a greater range and depth of stock holding than is currently found at Coles Liquor's other (Liquorland or Vintage Cellars) branded stores. It also enables First Choice to provide these products at competitive prices". 18
- » Operates an online store.

# Alcohol Industry Peak Bodies and Representative Groups

Australian Hotels Association (AHA)
http://aha.org.au/

#### Description:

"The Australian Hotels Association (AHA) is the national voice of Australia's vibrant hotel industry. "9

"The Australian Hotels Association is an organisation of employers in the hospitality and liquor industry"9

"At a national level, the AHA represents the interests of its members on a variety of issues such as gaming and alcohol policy, trade practices matters, taxation, workplace relations, tourism, music licensing and business regulation."

#### Members:

The AHA represents more than 5,000 members across Australia, serviced by branches operating in every state and territory plus a Canberra-based National Office.<sup>9</sup>

#### Key positions include:

1. Alcohol advertising

"The AHA believes the ABAC Scheme has been an effective example of industry self-regulation, covering the vast majority of alcohol advertisers in Australia and adapting to modern advertising and promotional trends. The advertising and promotional activities of individual licensed premises are already subject to regulation by state and territory liquor licensing authorities, and there is no justification for national intervention in this area. "10

Taxation

"The current system of alcohol taxation, specifically the differential excise rates for draught (keg) beer, encourages consumption of lower-alcohol products, helps to support employment in the hospitality industry and should be maintained. The AHA calls on the Federal Government to ... ignore calls from antialcohol activists to tackle alcohol misuse through taxation changes or a minimum (floor) price. Both are inefficient and inequitable method of addressing alcohol-related harm which would impact on moderate and responsible drinkers and fail to either doter harmful drinkers or encourage responsible drinking behaviour."

"Research has shown demand for alcohol amongst at-risk groups to be relatively inelastic; meaning an increase in price would not necessarily bring about a drop in risky drinking levels... Policies designed to reduce alcohol misuse must be targeted towards the people who misuse alcohol rather than at the majority of people who consume alcohol responsibly."

Alcohol and health

"The Federal Government should embrace the concept of personal responsibility by:

- » Abolishing the Australian National Preventative Health Agency (ANPHA, 2012 13 funding appropriation-\$33 million) and arranging for its necessary functions to be undertaken by the Department of Health & Ageing.
- » Opposing a volumetric system of alcohol taxation or a national minimum price for alcohol.
- » Opposing mandatory warning messages on alcohol labelling or at the point of sale. "11

#### Brewers Association of Australia & New Zealand

http://www.brewers.org.au/

#### Description:

"The Brewers Association of Australia and New Zealand represents brewers in legislative and regulatory affairs in both countries. The Brewers Association is committed to the promotion of beer as an enjoyable and refreshing lower-alcohol alternative to other alcohol categories. Beer is a significant contributor to the economy and also provides a number of social benefits as an icon of Australian and New Zealand culture." <sup>18</sup>

The Alcohol Beverages Advertising Code (ABAC) Scheme Management Committee includes a representative of the Brewers Association.

The ABAC Scheme Chair is currently the CEO of the Brewers Association.

#### Members:

- Carlton & United Brewers
- » Coopers Brewery
- » DB Breweries
- » Lion Nathan Limited

The four members of the Brewers Association brew over 95% of the Australian and New Zealand beer market.18

#### Key positions include:

1. Alcohol promotion

"Some views are held which suggest that a ban on the advertising and promotion of alcohol will lead to a reduction in both alcohol misuse and underage drinking. This view presumes there is a direct causal relationship between drinking alcohol and promotion. To date, research findings are inconsistent but, in general, have found either no or minimal effects. "19

"Sponsorship is an important avenue for both brand promotion and differentiation. Like other forms of promotion, there is no firm evidence that suggests a ban on sports sponsorship would lead to a reduction in alcohol misuse or underage consumption." 19

"Members of the Brewers Association advertise responsibly and comply with a robust industry-regulated system. The marketing of alcohol is used to drive brand promotion, not alcohol consumption. Evidence indicates that banning or censorship of alcohol advertising is an ineffective tool to reduce alcohol misuse." 12

Alcohol consumption

"The overwhelming majority of Australians consume beer in a positive and responsible way. Over recent decades, the consumption of beer has moderated in Australia. For the minority of people who misuse beer, we support greater education, and where necessary, targeted interventions to reduce the instances of misuse." 18

Targeting misuse

"Government involvement in relation to alcohol policy should be focused on reducing harmful consumption

























Follow @Beverage





#### MOST POPULAR N

- From Capri S pouches in p
  - 'Pulp fact not paper bottle
- Red Bull 'sur drinks advert

1

Monster Fne





By Ben Bouckley+ 3 19-Mar-2014



#### **SCHOOLIES AD CAMPAIGN**

# Teen drinking a risk to brains

■ Rhianna King

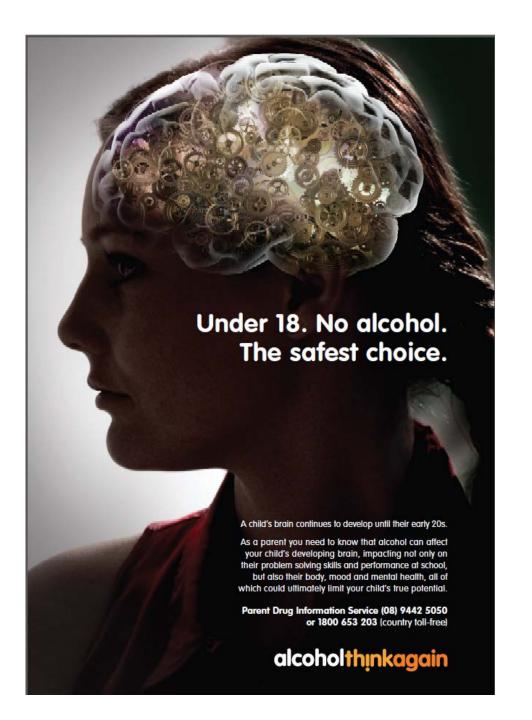
Former Australian of the Year Fiona Wood is urging parents not to give alcohol to under-18s

would be happy lives without scarring and with the opportunity to reach their potential."

Mental Health Minister Helen Morton said the \$300,000 TV

it would be easy to convi parents to take action.

"Every week thousa more young people end up hospital because of viole











#### **PROGRAM ROW**

# Cricket 'censors WACA booze ad

■ Cathy O'Leary

Medical Editor

Cricket Australia has been accused of unsporting behaviour, after rejecting an alcohol warning that was meant to appear in the match-day program for

McCusker Centre for Action on Alcohol and Youth director Mike Daube said it smacked of censorship, coming a month after the WACA was asked to drop the same message for signs at the Ryobi Cup series in Sydney to avoid a clash with

health groups in an email their proposed advertisen would have to go.

"As you know, Austra cricket has a responsible 1 tionship with alcohol, part larly in terms of respons alcohol sponsorship of



#### In The Media

EVECTOR COM

IONS

NEWSJETTER WARLCOHOLS YOUTH ACTION COAUTION

ALCOHOLADVERTISING REVIEW SOARD

UQUOR CONTROLACT REVIEW

Home I in the Media | 2013 Media Archive

#### 2013 Media Archive

Since our leuron, there has been outstanding media coverage of both accinol lesses and the McCusiver Centre fiself. Selected McCusiver Centre media (girlnt and online) and media releases will be regularly updated on this page.

2014	2013	2012	2011	20	010						
December	27	No need t	to ebendon yo	our tiggle	H+M.	The West	Austra	lan, Mi	ke Da	Jbe	
December 16		Woolworks criticises WA Iguar Icensing laws as confusing and inconsistent ABC Neva, Je Smutt									
December 13		Health ada gut out of bounds. The West Australian Cathy Clusery									
Decembe	П	Sig slowly this joby season to stay early North West Telegraph									
November 26		Legacy leads change, Eastern Suburbs Reporter, Sarah Waters									
Novembe	22	Experts wern of dangers from alcohol abuse. Weekend Courter - Rockingham									
November 19		Campaign yielding results. Stiring Times, Sarah Waters									
Novembe	17	Schooles	online sex. g	rog boss	t Sund	ay Times,	Yearth	ne Pida	ķ.		
Novembe	14	Orloket to	ensors' WAC	A boome	ed Th	West A.	shalar	Cathy	(Cla	ey :	
Novembe	13	Energy w	eming The V	Vest Aus	trailer.						

#### Media Releases

TVICATO TOCTOR	
14 Jen 2014	W.A. Liguer Centrel Act regert welcomed - Important move to Improving alcohol culture
08 Nbv 2013	Awards recognise positive action on alcohol
04 540 2013	Australians want action on alcohol - but the politicians world act
11 Dec 2012	Review of W.A. Liguar Control Act - cautious welcome
06 Dec 2012	Alcohol advertising report - children need protection
05 Oct 2012	Bathurst 1000 VB Supercar agonadrs are driving kids to drivin
02 Aug 2012	First report of Alcohol Advertising Review Board
16 Mar 2012	Alcohol advertising to be brought to account by new review board
12 Jul 2011	New accord warning labels need strengthening
23 Ner 2011	Chean elochol encourages young drinkers







# Woolworths claims liquor ads help to protect children

January 11, 2014



#### Nicole Hasham

In a submission to Liverpool Council in support of a proposed Dan Murphy's store opposite a school at Moorebank, Woolworths cited advice by British psychology academic Adrian Furnham that "early exposure to any form of advertising is vital to protect young minds against the seductive powers of capitalism".

It went on to back Professor Furnham's view that "only if you show your children how the manufacturers are trying to woo them can they build a strong enough immunity to the sales pitch".



# Expert condemns 'appalling' DrinkWise campaign

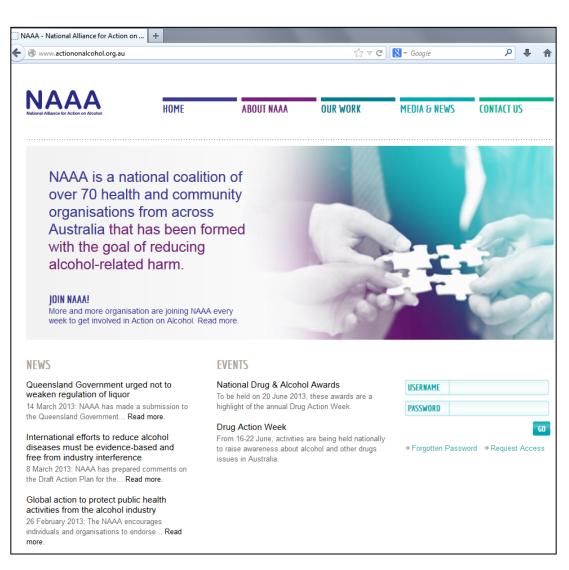
Amanda Hoh and Megan Levy

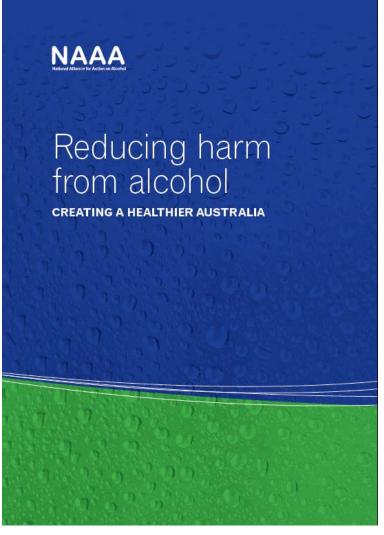
Published: February 28, 2014 - 2:52PM

A public health expert has condemned as "appalling" a new series of online advertisements, funded by alcohol industry body DrinkWise Australia, that try to instruct young Australians "how to drink properly".

Professor Mike Daube, the director of the Public Health Advocacy Institute and the McCusker Centre for Action on Alcohol and Youth, said the campaign used crass language to encourage alcohol consumption and was "pretty much the most irresponsible Advertiseme

## National Alliance for Action on Alcohol





## National Alliance for Action on Alcohol

- Established 2011
- 75 national member organisations
- Policy positions based on best evidence; National Prevention Taskforce recommendations, AMA policies, etc.
- Priorities: Price/tax; Access; Advertising and promotion

# Coalitions

- Now most states/territories
- Work closely together
- Local community activists
- Policy/media savvy researchers

# Example - Advertising

### Close to \$1bn p.a. in advertising and promotion

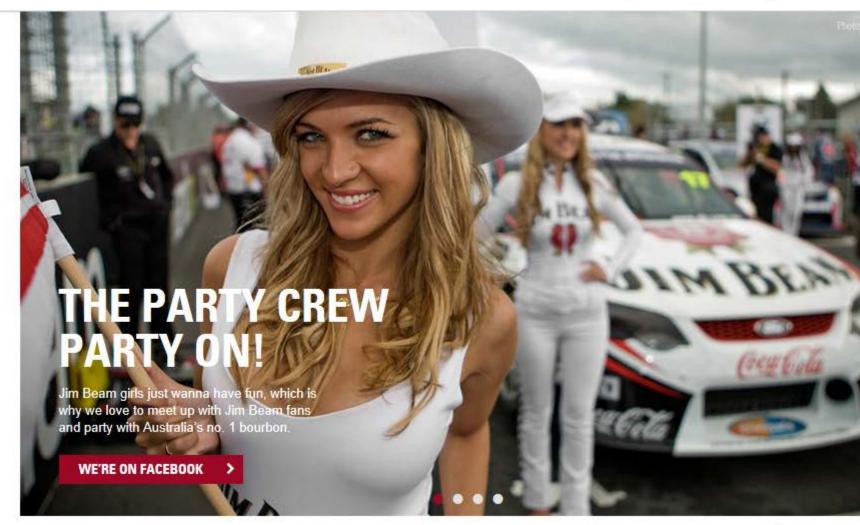


JAMES\*BOAG'S\*PREMIUM

URBON

TIONS

RSHIPS









#### theguardian

News Sport Comment Culture Business Money Life & style

News Technology Facebook

#### Facebook deal with Diageo fuels under-age drinking fears

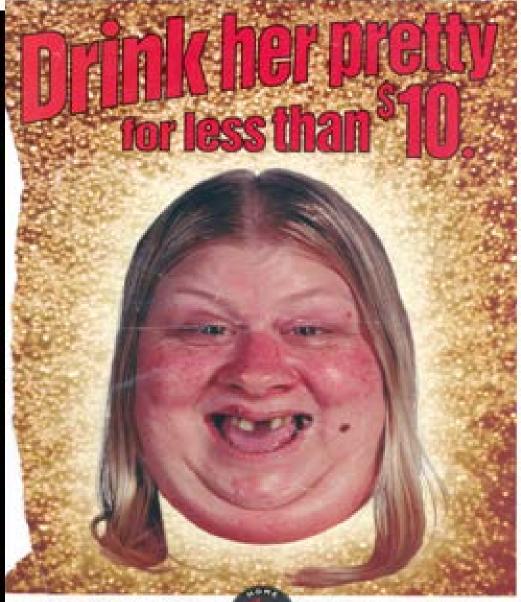
Drinks giant's marketing tie-up on advertising pages raises concerns about health impact on teenagers

Sarah Boseley, health editor guardian.co.uk, Tuesday 20 September 2011 20.40 BST Article history



Facebook's advertising tie-up with drinks giant Diageo has fueled fears of under-age drinking. Photograph: Action Press / Rex Features





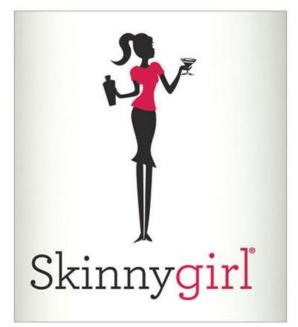
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Cooks canta, toxino a million dollars.









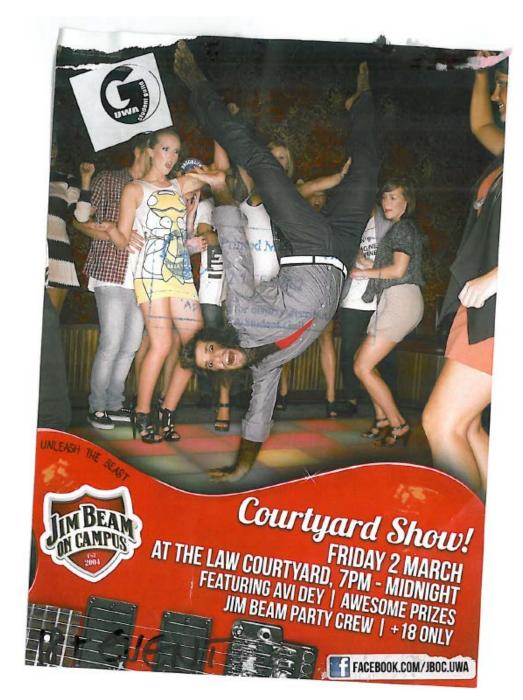






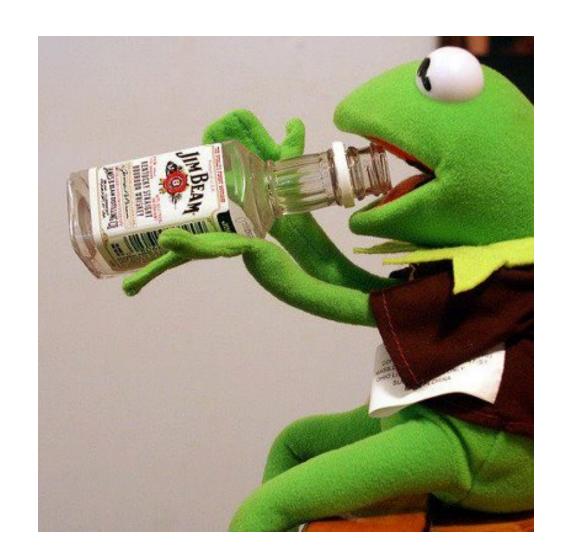


















Steve Inch, the managing director for Oceania for Beam Australia, said its naming rights partnership with Dick Johnson Racing had concluded at the end of last year, and complied with "recognised industry guidelines around the marketing of alcohol".

# Impact of alcohol advertising on young people

- Young people are routinely exposed to messages endorsing the use of alcohol products.
- Exposure to alcohol promotion contributes to young people's attitudes to drinking, drinking initiation and drinking at harmful levels.

McCusker Centre for Action on Alcohol and Youth

 Alcohol advertising contributes to the normalisation of alcohol.

# **Constraints Minimal**

- Voluntary self-regulation
- Ineffective, woolly wording, loopholes, complex process
- Key exclusions e.g. sports sponsorship, music sponsorship, placement

# Alcohol Advertising Review Board

Alcohol Advertising Review Board (AARB) accepts complaints from the Australian community about alcohol advertisements.

- Developed by McCusker Centre and Cancer Council WA
- Supported by health organisations around Australia
- Chaired by Professor Fiona Stanley, AC
- Quarterly reports



# Alcohol Advertising Review Board

**Mission:** To administer an independent alcohol advertising complaint review service to help protect the community from inappropriate alcohol advertising and encourage effective regulation of alcohol advertising.

#### Aims:

- Provide an independent system of alcohol advertising review;
- Support the community to respond to inappropriate alcohol advertising;
- Ensure the complaint process is easy for community members to engage in; and
- Address the content and placement of all forms of alcohol advertising.

McCusker Centre for Action
on Alcohol and Youth

# The Code

- The AARB Code sets criteria for acceptable alcohol advertising.
  - Covers all forms of advertising in Australia, including TV, print, radio, online, outdoor and sponsorship
- Content section is constructed using only provisions from existing alcohol advertising codes – we apply the industry's own standards.
- Placement code had no existing codes to reference - we identified provisions that would reasonably reduce young people's exposure to advertising.

McCusker Centre for Action on Alcohol and Youth

# **AARB Procedures**

- Advertisers are provided opportunity to respond to complaints
- Complaints are put to Panel members who consider the ad with regard to the AARB Code
- AARB names and shames alcohol companies that advertise irresponsibly







### Alcohol Advertising Review Board launched by Fiona Stanley to stop 'free run' of booze ads

Alison McMeekin, Political Reporter The Daily Telegraph March 16, 2012 10:47AM 41

Recommend Send Be the first of your friends to recommend this.

FORMER Australian of the Year Fiona Stanley and other leading health campaigners are today launching a new national body to review alcohol advertising in Australia.

The independent body, which has promised to

The new Alcohol Advertising Review Board hopes to counter what it claims is out-of-control advertising and marketing of alcohol, which is seeing increasing levels of alcohol-related harm.

It will consider and adjudicate complaints from the community about alcohol advertising, providing "an independent alternative to Australia's current inadequate and ineffective advertising selfregulation system"

Professor Stanley, who will chair the board, said children needed protection from alcohol promotion and advertising.

"Children and young people are being exposed to promotion of alcohol in advertising, in sport, on billboards, on buses, in bus shelters - almost wherever they look," she said.



A+ A- 🖨 ⊠ Share

Booze crackdown ... Professor Fiona Stanley. Picture: Andy Tyndall Source: The Daily

### Ten alcohol ads named and shamed as harmful

■ Cathy O'Leary Medical Editor

Shot buckets of chocolate eclair liqueur and university "clubs" sponsored by American whiskey head a list of the 10 worst alcohol promotions aimed at young people.

WA's McCusker Centre for Action on Alcohol and Youth drew up the list to show self-regulation of alcohol industry advertising and marketing was failing.

It was released ahead of today's launch by child health advocate Fiona Stanley of a national body to review alcohol advertising.

Health groups say that it will counter the marketing of alcohol at youth that is causing increasing

that advertise irresponsibly.

Professor Mike Daube from the McCusker Centre for

own system of self-regulation is failing dismally.

"Our children in particular and the community as a

Action on Alcohol and Youth says the liquor industry's

harm. McCusker centre director Mike Daube said top offenders included Bacchus shot buckets with 28 shots of flavoured liqueur. and pre-mix vodka cocktail casks, known as "voon bags". Also on the list were internet promotions such as Jim Beam on Campus, a website club for university students.

Most complaints about advertisements were dismissed by industry regulatory groups because they did not breach their codes of ethics.

Professor Daube said alcohol promotion was out of control.

"The drinks industry can't help themselves with these massive promotions which come at a time of increasing concern about young people drinking to get drunk," he said.



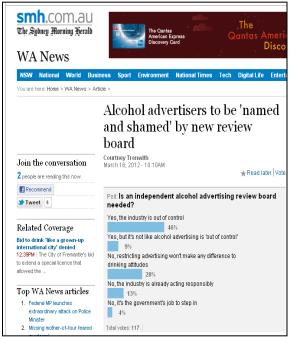




PHOTO: Some alcohol advertisements have been

accused of targeting children.

(Getty Images: China Photos, file photo)



Watchdog to keep booze ads away from children

New board to regulate alcohol advertising

LATELINE.

National panel to investigate alcohol advertising



Health groups tackle 'tsunami' of booze ads



the Crikey health blog

Introducing a new watchdog for alcohol marketing

Ten alcohol ads named and shamed as harmful Alcohol ads face watchdog

# Watchdog looms on booze ads

New body to monitor alcohol adverts

Ads blamed for teenage grog plague

# The Launch: Industry Response



Media Release

AANA lambasts alcohol ad review board Brewers Association supports self-regulatory alcohol advertising sociation of National Advertisers (AANA) The Brewers Association of Australia and New Zealand (Brewers Associ has today expressed its frustration at the decision to establish the Alco

Advertising Review Board (AARB) as an unnecessary white elephant tha

'simply create public confusion and will divert funds from targeted

Brewers Association CEO, Mrs Denita Wawn, said that "Australia alrea

formation of an independent Alcohol ew Board as a powerless "action by Bottle shops join in condemning advertising review

Published on Wed, 21/03/2012, 01:03:00



By Amy Looker

advertising, naming and packaging through the Alcohol Beverage Ad The Australian Liquor Stores Association (ALSA) has weighed in on the backlash from the industry regarding the launch of the Alcohol Advertising Review Board (AARB).

"ABAC provides an independent pre-vetting service and independent complaints adjudication process. It is funded through a levy paid by Launched on Friday by the Cancer Council of WA and the McCusker Centre for Action on Alcohol and Youth, the AARB claims that the Alcohol Beverages Advertising Code (ABAC) has failed in its capacity to regulate alcohol advertising.

But ALSA chief executive Terry Mott today said the director of the McCusker Centre for Actio on Alcohol and Youth, Professor Mike Daube, had failed to communicate with the industry on matters relating to advertising of alcohol products.

"ALSA is very surprised to see this development. Professor Daube probably has some oth priorities that he would be better off concentrating on and one thing that maybe he could practice is communication, because communicating with people will get results," Mott told

Mott said that Daube's lack of communication meant that collaboration between the indust and health campaign groups was difficult.

"Professor Daube refuses to work with industry and if he did he may be able to constructively offer some criticisms that the industry could actually work with him on... rath than simply trying to duplicate something the industry is already doing and has proven that

ABAC response to announcement re Alcohol Advertisin. 16 March 2012

The plan announced today to establish the so-called Alcoho The Heat announces worst to establish the advises. It will a start by a group determined to grab quick headlines. It will a

The public already has an established and proven vehicle for

The Alcohol Beverages Advertising Code (ABAC) is recogni-one of the most accessible such systems in the world, access

Government representatives sit on the Management Comm no cost to the consumer. Government representatives at on the Management Commissandards for content and has complementary arrangement conducted by three member Adjudication Paralles, which must representative. Members of the alcohol beverage industry a representative. Members of the alcohol beverage industry

ABAC made 43 determinations on complaints received last ABAC made 43 determinations on complaints received usay commitment to take action if it believes complaints are valid quickly withdraw and amend to comply with Code provision

The ABAC system also includes a voluntary pre-veiting set The ABAIC system also includes a voluntary pre-veiling set they are used. More than 1,000 advertisements and campa were significantly amended to comply with the ABAIC Code were significantly amended to comply with the ABAIC Code

Claims that ABAC is toothless or flawed simply because to Claims trial AlbaC is troumess or hawed simply decause t facts. Indeed, it is "peer review" through industry involven

By contrast, the Alcohol Advertising Review Board has no complaints are upheld. by contast, the Alcohol Advertising review bloard has fit that the public will see it as a valid and approved alternati

There are also errors of fact in the new group's document its credibility

จะยุภายา จะracnan Chair, Alcohol Beverages Advertising Code Scheme Ltd

On Deriall Of Winemakers' Federation of Australia Preventances represented in Australia & New Zealand.
Brewers' Association of Australia & New Zealand.
Distilled Spirits Industry Council of Australia

Nick Carne Mobile 0404 850 859 or email nick@wfa.

### SHADOW ADVERTISING CO SYSTEM NOT REQUIRED a robust self-regulatory, government-recognised, model for alcohol

The Distilled Spirits Industry Council of Australia (DSIC) health NGOs that Australia needs a shadow complaints advertising to operate alongside the Government-reco Beverage Advertising Code (ABAC) Scheme.

The backers of the West Australia-based Alcohol A today have claimed that the currently operating qu failed to rein in alcohol advertising.

DSICA Chief Executive and me Broderick said that the supports errors of fact in their justification address where advertisements cause advertisements to be w

Mr Broderick also said that, compliant advertisements a advertisements complained

\*The ABAC Scheme also Management Committee,

"Every DSICA member i advertisements pre-vette adjudication that an adv rarely. In fact, the same

Mr Broderick also note person' was anyone legal aged drinkers b advertising.

ADVERTISING STANDARDS BUREAU

Code (ABAC)

### AdStandards Bulletin

interventions to resolve alcohol misuse'.

signatories to the Code including the Brewers Association.

Issue 31. March 2012.

Don't be confused - we take alcohol ad complain

The current system of resolving complaints about alcohol ads has the support of industry and uses are has no power to remove ads, no independent view and has not sought support for its work from the indi

ENDS

# In the first 12 weeks of AARB:

Complaints	
Number of complaints received	63
Number of advertisements these complaints referred to	53
Number of complaints considered by the AARB Panel	44
Number of complaints upheld	25
Number of complaints upheld in part	17
Number of complaints dismissed	2

44 determinations

# In a whole year of ABAC:

Complaints	2009	2010	2011
Number of complaints received	117	87	119
Number of advertisements and packaging these complaints referred to	42	38	74
Number of complaints considered by the Alcohol Beverages Advertising Adjudication Panel (i.e. complaints that fell within the Code)	47	41	63
Number of determinations from complaints received that year	39	31	45
Number of complaints upheld (at least in part)	12	15	20
Number of determinations upholding complaints	10	11	15

45 determinations

The ABAC Scheme Annual Report 2011, p5.



# Advantages of the AARB

- Independent of alcohol and ad industries.
- Covers all forms of advertising (and marketing, promotion etc) in Australia.
- Strong Code provisions including placement.
- Simple to lodge complaints.
- Proactive advertising monitoring role.
- Publicly names and shames irresponsible advertisers.
- Gets results public pressure; gaining media, community and political support; industry ads and campaigns amended or withdrawn
- Second Annual Report (fourth report) shortly





## 'Powerless' on booze

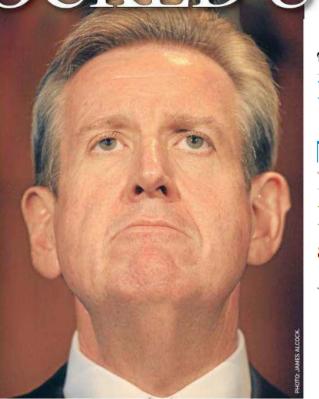
December 17, 2013

Nicole Hasham, Emma Partridge

Nothing but silence from NSW Premier Barry O'Farrell over king-hits January 15, 2014 Read later Sean Nicholls Sydney Morning Herald State Political Editor View more articles from Sean Nicholls D Follow Sean on Twitter M Email Sean **f** Recommend submit in Share Email article 🚇 Print 🗗 Reprints & permissions Ads by Google Watch Full Episodes www.televisionfanatic.com Turn Your Computer into a TV! Watch Full TV Episodes w Free App NSW Premier Barry O'Farrell has kept quiet over Daniel Christie's death. Photo: Louise Kennerley

Premier Barry O'Farrell said licensed venues and police were doing their best to prevent violent incidents and "the community needs to send a very clear message that it is unacceptable to drink yourself silly".





The Sydney Morning Herald New South Wales

We want you to own your home soon

NSW News Morning Express Education Health Environment Sydney Traffic Cars Jobs Rea

Barry O'Farrell announces 'tough' laws to combat alcohol-fuelled violence

January 21, 2014

Comments

✓ Vote





### Department of Racing, Gaming and Liquor

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You are here: Home

### **Quick links**

Liquor Control Act 1988 – Review To regulate the liquor and gambling industries with Report integrity.

Updated Policies

Community input into Liquor Licensing

Director's Decisions

Find a licence

Liquor application kits

Gaming application kits

Approved Managers FAQ



### Travelling in WA?

Australi Liquor restrictions are in place in some locations.



Liquor Control Act 1988 - Review Report

**DRGL Vision** 

The Department of Racing, Gaming and Liquor is responsible for

regulating and maintaining the integrity of lawful racing, gambling and

liquor activities for Western Australians to participate in.

The review committee appointed by the Minister for Racing and Gaming, Terry Waldron to review the *Liquor Control Act* 1988 has completed its review. A copy of the committee's report is available here.

### Review of the Liquor Control Act 1988

Racing and Gaming Minister Terry Waldron announced in 2012 a review of the Liquor Control Act 1988.

The Minister said there had been particular interest from members of the Parliament and stakeholders in the application of the public interest test to liquor licensing matters.

The Minister appointed Mr John Atkins to chair the committee to review the Act with Mr Ian Stanley and Ms Nicole Roocke as members of the

November Form 2013

The Latest Edition of RGL Form is available.

The Department of Racing, Gaming and Liquor maintains an updated list on liquor licences granted by month. Click here for the latest figures.



/ KG0

# **WA Liquor Control Act Review**



# Woolworths criticises WA liquor licensing laws as confusing and inconsistent

By Jessica Strutt

Updated Mon 16 Dec 2013, 8:35pm AEDT

One of Australia's biggest alcohol retailers Woolworths has criticised WA's liquor laws, calling on the State Government to make the licence application process less costly and time consuming.



# Praise and criticism for stance on trading hour laws

# Battle over booze laws rages in WA



Australian Associated Press - Wed, Jan 15, 2014 12:10 PM AEDT

# Mixed views on booze laws

The West Australian

CATHY O'LEARY AND PHOEBE WEARNE The West Australian

January 15, 2014, 2:30 am

- Industry submissions and representations
- Health and coalition
- Police
- Community Organisations
- Media some industry
- Media much health, Police, coalition
- Market research strong public support
- Industry arrogance

# **Woolworths Limited**

• 39.5% of the liquor retailing market share in Australia.

"The important issues of health, social, education, policing and community issues are more fittingly dealt with holistically rather than solely by licensees. It is still appropriate that these be objects of the Act, but it more sensibly rests as a secondary object." (Woolworths Limited Submission, p3)

The current primary objects of the Act "are appropriate for the provision of a good that can cause harm when abused, though we do question the need for the inclusion of object (b) as a <u>primary</u> object. This is chiefly a health issue better dealt with through the work of health and education systems and not through supply side measures that undermine the operation of traditional market forces." (Woolworths Limited Submission, p10)

# Coles Liquor

 "We believe it is the Licensing Authority's role to regulate the sale and supply of liquor, not implement public health policy." (Coles Liquor submission, page 4)

# **WA Liquor Control Act Review**

### LIQUOR CONTROL ACT 1988

Report of the Independent Review Committee

Presented to the Minister for Racing and Gaming

### **McCusker Centre response**

Response	No. of recommendations
Supported	83 (59%)
Not supported	4 (3%)
Neutral	54 (38%)
Total	141

December 2013

# Advocacy in Action toolkit

- Practical resource designed to encourage you to get into advocacy.
- Case examples of advocacy local, national and international.
- The toolkit takes you through:
  - Why and when you would use advocacy
  - Advocacy challenges
  - Advocacy Myths
  - Getting prepared for advocacy
  - Advocacy strategies
  - Evaluating advocacy

www.phaiwa.org.au (publications)

